

# DISH Network Launches Oxygen Network; Oxygen, the Only Television Network Owned and Operated by Women, and DISH Network Satellite TV Enter into Long-Term Carriage Agreement

ENGLEWOOD, Colo. & NEW YORK--([BUSINESS WIRE](#))--Jan. 16, 2006--EchoStar Communications Corporation (NASDAQ:DISH) announced today that Oxygen Media, the nation's only woman-owned and -operated TV network, is now available to DISH Network satellite TV customers. Oxygen and DISH Network entered into a multi-year agreement and will provide 12 million DISH Network viewers with a free preview of Oxygen immediately.

Oxygen is a 24-hour television network on a mission to bring women (and the men who love them) the most innovative entertainment on television. From "Mo'Nique's Fat Chance," which takes America's average beauty competition and repackages it for America's average-size women, to Oxygen's newest hit, "Campus Ladies," Oxygen brings brave, original programming to women every day.

"Oxygen is a bold new network that is continually raising the bar in delivering important women's programming and entertainment, and we're pleased to accommodate our customers by providing the most requested channel over the last several years," said Eric Sahl, senior vice president of Programming at DISH Network. "We've been working with Oxygen since last summer looking for ways to give our customers greater choice."

With this agreement, Oxygen now reaches a total of 65 million homes. The network has enjoyed double-digit ratings growth and has the second-highest concentration of women 18-49 on cable and satellite television.

Oxygen airs a diverse array of original series including the spontaneous, unscripted "Oprah After the Show;" "Snapped," a true crime series that explores the minds and motives of women who kill; "Girls Behaving Badly," a hidden-camera prank show with the only all-female cast, and Oxygen Original Movies. Oxygen also sponsors the "Mentor's Walk," a national movement to help bring along the next generation.

"This is a huge milestone for Oxygen," said Geraldine Laybourne, chairman and CEO of Oxygen. "We're adding millions of DISH Network viewers just at the time when we are on a ratings roll. Now with EchoStar's DISH Network as a partner, we've got fantastic potential to reach women in meaningful new ways."

DISH Network is offering a 30-day free preview of Oxygen, located on DISH Network channel 127. After the free preview, Oxygen will be available in DISH Network's America's Top 120 and DISH Latino Dos packages.

## About EchoStar

EchoStar Communications Corporation (NASDAQ:DISH) serves more than 12 million satellite TV customers through its DISH Network, the fastest-growing U.S. provider of advanced digital television services in the last five years. DISH Network offers hundreds of video and audio channels, Interactive TV, HDTV, sports and international programming, together with professional installation and 24-hour customer service. Visit EchoStar's DISH Network at [www.dishnetwork.com](http://www.dishnetwork.com) or call 1-800-333-DISH (3474).

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## About Oxygen Media

Oxygen, the television network owned and operated by women, is currently available in 65 million homes. The network was launched in 2000 to fill a void in the television landscape -- creating a network targeted to younger women. Oxygen is rewriting the rulebook for women's television, with the most original programming of all the women's networks including "Mo'Nique's Fat Chance" and "Oprah After the Show." Geraldine Laybourne, the network's founder, chairman and CEO, has led the company to be a strong advocate for women. Through programs like The Mentor's Walk, Oxygen's national program for bringing along the next generation, and "Who Cares About Girls," Oxygen's new documentary series -- Oxygen is creating The New Girls Network.

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